AMENDMENTS TO THE CLAIMS:

Please cancel claims 76-84 as indicated in the following listing of claims. This listing of claims will replace all prior versions and listings of claims in the application:

1-39. (Canceled)

40. (Previously Presented) A method for performing dynamic Web-based in-view monitoring, the method comprising:

appending a client side routine to a Web page provided by a Web server, wherein the Web page includes content data;

sending the Web page to a plurality of client nodes; and

displaying the Web page to a plurality of users located at respective client nodes, and in response to the Web page being displayed to each user, each client node initiating the client side routine to perform the following:

detecting in-view user activities associated with each respective user browsing the Web page, wherein the in-view user activities are associated with in-view response data reflecting whether or not the content data was viewable or partially viewable to each respective user;

collecting data reflecting the in-view user activities, wherein the collected data includes information indicating the proportion of content actually viewable to a respective user;

detecting a client side trigger event; and

sending the collected data to the Web server in response to the detected client side trigger event; and

analyzing the collected data to determine user in-view characteristic data reflecting whether the content was viewable or partially viewable by the respective user.

41. (Original) The method of claim 40, wherein the in-view user activities includes at least one of mouse pointer movements, screen scrolling, hyperlink selections, icon selections, data entry, time data associated with mouse pointer position, time data associated with content position and time data associated with screen scrolling.

42. (Original) The method of claim 40, wherein the in-view user activities includes non-activated in-view response data reflecting whether the content data was viewable or partially viewable to each respective user, wherein the non-activated in-view response data is user response data that is not associated with a user activating a button, icon or hyperlink on the Web page.

43. (Original) The method of claim 40, wherein the client side routine is appended to a URL placed on the Web page.

44. (Original) The method of claim 40, wherein the collected data is stored in a client side data store and each client side trigger event is associated with each respective client side data store being filled with the collected data above a predetermined threshold level.

45. (Original) The method of claim 40, wherein each client side trigger event is associated with a respective user closing a browser application executing at a respective client node.

46. (Original) The method of claim 40, wherein each client side trigger event is associated with a respective user, located at a respective client node, selecting a URL displayed on the Web page.

47. (Canceled)

48. (Previously Presented) The method of claim 40, further comprising:

analyzing the collected data at the Web server;

generating billing records based on the analysis of the collected data; and

sending the billing records to at least one of a plurality of third party nodes.

49. (Original) The method of claim 48, wherein the content data includes a plurality of third party content data, and wherein each third party content data is provided by a respective one of the plurality of third party nodes.

50. (Original) The method of claim 40, wherein the in-view user activities are mouse pointer position data.

51. (Previously Presented) A system for performing dynamic Web-based analysis, the system comprising:

means for sending a Web page provided by a Web server to a plurality of client nodes, wherein the Web page includes content data;

means for displaying the Web page to a plurality of users located at respective client nodes;

means for detecting in-view user activities associated with each respective user browsing the Web page, wherein the in-view user activities are associated with in-view response data reflecting whether or not the content data was viewable or partially viewable to each respective user;

means for collecting data reflecting the in-view user activities, wherein the collected data includes information indicating the proportion of content actually viewable to a respective user;

means for detecting a client side trigger event;

means for sending the collected data to the Web server in response to the detected client side trigger event; and

means for analyzing the collected data to determine user in-view characteristic data reflecting whether the content was viewable or partially viewable by the respective user.

52. (Original) The system of claim 51, wherein the in-view user activities includes at least one of mouse pointer movements, screen scrolling, hyperlink selections, icon selections, data entry, time data associated with mouse pointer position,

time data associated with content position and time data associated with screen scrolling.

53. (Original) The system of claim 51, wherein the in-view user activities includes non-activated in-view response data reflecting whether the content data was viewable or partially viewable to each respective user, and wherein the non-activated in-view response data is user response data that is not associated with a user activating a button, icon or hyperlink on the Web page.

54. (Original) The system of claim 51, wherein the means for detecting in-view user activities, means for collecting, means for detecting a client side trigger event and means for sending are all included in a client side routine that is appended to a URL placed on the Web page.

55. (Original) The system of claim 51, wherein the collected data is stored in a client side data store and each client side trigger event is associated with each respective client side data store being filled with the collected data above a predetermined threshold level.

56. (Original) The system of claim 51, wherein each client side trigger event is associated with a respective user closing a browser application executing at a respective client node.

57. (Original) The system of claim 51, wherein each client side trigger event is associated with a respective user, located at a respective client node, selecting a URL displayed on the Web page.

58. (Canceled)

59. (Original) The system of claim 51, further comprising:

means for analyzing the collected data;

means for generating billing records based on the analysis of the collected data; and

means for sending the billing records to at least one of a plurality of third party nodes.

60. (Original) The system of claim 59, wherein the content data includes a plurality of third party content data, and wherein each third party content data is provided by a respective one of the plurality of third party nodes.

61. (Original) The system of claim 51, wherein the in-view user activities are mouse pointer position data.

62. (Previously Presented) A computer-readable medium for performing dynamic Web-based in-view monitoring, the method comprising:

appending a client side routine to a Web page provided by a Web server, wherein the Web page includes content data;

sending the Web page to a plurality of client nodes; and

displaying the Web page to a plurality of users located at respective client nodes, and in response to the Web page being displayed to each user, each client node initiating the client side routine to perform the following:

detecting in-view user activities associated with each respective user browsing the Web page, wherein the in-view user activities are associated with in-view response data reflecting whether or not the content data was viewable to each respective user;

collecting data reflecting the in-view user activities, wherein the collected data includes information indicating the proportion of content actually viewable to a respective user;

detecting a client side trigger event; and

sending the collected data to the Web server in response to the detected client side trigger event; and

analyzing the collected data to determine user in-view characteristic data reflecting whether the content was viewable or partially viewable by the respective user.

63. (Original) The computer-readable medium of claim 62, wherein the in-view user activities includes at least one of mouse pointer movements, screen scrolling, hyperlink selections, icon selections, data entry, time data associated with mouse pointer position, time data associated with content position and time data associated with screen scrolling.

64. (Original) The computer-readable medium of claim 62, wherein the in-view user activities includes non-activated in-view response data reflecting whether the content data was viewable or partially viewable to each respective user, wherein the non-activated in-view response data is user response data that is not associated with a user activating a button, icon or hyperlink on the Web page.

65. (Original) The computer-readable medium of claim 62, wherein the client side routine is appended to a URL placed on the Web page.

66. (Original) The computer-readable medium of claim 62, wherein the collected data is stored in a client side data store and each client side trigger event is associated with each respective client side data store being filled with the collected data above a predetermined threshold level.

67. (Original) The computer-readable medium of claim 62, wherein each client side trigger event is associated with a respective user closing a browser application executing at a respective client node.

68. (Original) The computer-readable medium of claim 62, wherein each client side trigger event is associated with a respective user, located at a respective client node, selecting a URL displayed on the Web page.

69. (Canceled)

70. (Previously Presented) The computer-readable medium of claim 62, further comprising:

analyzing the collected data at the Web server;

generating billing records based on the analysis of the collected data; and

sending the billing records to at least one of a plurality of third party nodes.

71. (Original) The computer-readable medium of claim 70, wherein the content data includes a plurality of third party content data, and wherein each third party content data is provided by a respective one of the plurality of third party nodes.

72. (Original) The computer-readable medium of claim 62, wherein the in-view user activities are mouse pointer position data.

Claims 73-84 (Canceled)